

Associate Director, Marketing Tufts University

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Posted Jun. 17, 2024, set to expire Dec. 31, 2024

Job Title	Associate Director, Marketing
Department	The Fletcher School
Institution	Tufts University Medford, Massachusetts
Date Posted	Jun. 17, 2024
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate/Assistant Director
Academic Field(s)	Public Relations/Marketing
Job Website	https://jobs.tufts.edu/jobs/20608?lang=en-us&iis=Job+Board&iisn=AcademicKeys
Apply By Email	
Job Description	

Overview

The Fletcher School is the United States' first professional graduate school of international affairs. Since 1933, Fletcher's multi-disciplinary education in international relations, law, and business has prepared the world's leaders to become innovative problem-solvers in government, private sector, and non-governmental organizations. The Fletcher School seeks to fulfill its mission in the most environmentally sensible way possible.

What You'll Do

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The Associate Director, Marketing will be responsible for program marketing and promotion efforts at The Fletcher School for both select degree and non-degree related marketing efforts (fundraising, executive education brand awareness, etc.). In close coordination with the Admissions and Communications, Public Relations and Marketign teams, this position will help shape and execute an integrated marketing plan. This position will also be responsible for brand adherence across the school and help shape the creative direction of the school's marketing and other visual assets.

Essential Functions:

- Collaborate with the Director of Marketing to develop and implement comprehensive marketing strategies aligned with the school's goals and objectives.
- Oversee the planning, execution, and evaluation of multi-channel marketing campaigns to promote academic programs, events, and initiatives.
- Lead the creation of compelling content for various platforms, including website, social media, email newsletters, digital and print assets, and other promotional materials.
- Ensure consistent and effective brand messaging across all marketing and communication channels.
- Conduct market research to identify trends, opportunities, and challenges in the higher education sector and international affairs field.
- Manage digital marketing efforts, including SEO, SEM, social media, and email marketing, to increase online presence and engagement.
- Monitor and analyze the performance of marketing campaigns, providing regular reports and insights to guide decision-making and strategy adjustments.
- Work closely with admissions, faculty, alumni relations, and other departments to align marketing efforts and support institutional goals.
- Manage staff of 2-3 FTEs and oversee the work of freelance talent required for the execution of the school's marketing needs, including but not limited to creative designers, illustrators, photographers, videographers, and copywriters.
- Assist in managing the marketing budget, ensuring effective allocation of resources to achieve maximum impact.

What We're Looking For

Basic Requirements:

Knowledge and experience typically acquired by:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Minimum of 7 years of experience in marketing
- Proven track record of developing and executing successful marketing campaigns.
- Strong understanding of digital marketing strategies and tools.
- Excellent written and verbal communication skills.
- Ability to think strategically and manage multiple projects simultaneously.
- Proficiency in marketing analytics and performance measurement tools.
- Creative thinker with strong problem-solving skills.

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- Experience in content creation and brand management.
- Ability to work collaboratively in a team-oriented environment.
- Passion for international affairs and commitment to the mission of The Fletcher School
- Excellent interpersonal, collaborative skills to build and influence strong working relationships across all departments and Tufts-affiliated schools, and with all stakeholders.

Preferred Qualifications:

- Experience working in higher education is a plus

Work Schedule Requirements:

This job involves responsibilities that are performed in a Hybrid environment; accessibility to be on campus regularly is a must.

Pay Range

Minimum \$84,400.00, Midpoint \$105,550.00, Maximum \$126,700.00

Salary is based on related experience, expertise, and internal equity; generally, new hires can expect pay between the minimum and midpoint of the range.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact